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Book Reviews

Edited by W. Owen Nutt

Review Briefs

The following notes on books received are not reviews. They are mainly single sentence descriptions of each book to enlighten the reader on its apparent intention.

The intention is that more books can be described to readers than has proved possible by publishing only critical reviews. The descriptive information should enable interest in the books to be raised beyond that induced by listing the titles only.

However, it is recognized that a critical review can be far more informative about a book than is attempted with Review Briefs and, accordingly, offers to review any books are solicited.

Having been described in Review Briefs, a review should critically examine the contents of a publication as an assessment of whether its stated intentions have been met and whether the way it achieves these intentions is attractive to the reader. It is expected that each review will require 1000–1500 words and will be fully attributed. The reviewer keeps the book but *Long Range Planning* makes no payment.

As an alternative, it may be apparent that either a single 'milestone' class publication or several books on a single topic could constitute a wider perspective Essay Review.

This would be expected to comprise an article of some 3000–4000 words and would have a written introduction by the Review Editor. The Journal would make its usual article contribution payments to the author of an Essay Review. Readers interested to review any book in Review Briefs should be prepared to offer a copy deadline some 3 months ahead which can be relied on in planning the Journal. As a matter of readership policy, reviewer preference will be given to practicing managers, or planners. Your interest should be expressed as a specific request to review a book from Review Briefs, preferably giving some intimation of why you think your review would be of interest to readers, addressed to:

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The 20% Factor, Graham Lancaster, David & Charles (September 1987), 160 pp., £9.95 (hardback). (1563)

The author is co-founder of one of the largest Public Relations companies in the United Kingdom and describes this perspective in three parts, Knowing Yourself, Corporate Personalities and Brand Personalities.

The importance of image is stressed in first impressions, facial prejudice, private lives vs public affairs and common barriers to communication. Differentiation is made between corporate personality and corporate identity before developing the concept of the 20 per cent factor.

Technology Policy and Economic Performance, Lessons from Japan, Christopher Freeman, Frances Pinter (September 1987), 155 pp., £20.00 (hardback). (1562)

Professor of Science Policy at the University of Sussex and founder of the Science Policy Research Unit, the author argues that technical and related social innovations are the main source of dynamism and instability in the world economy and that technological capacity is the competitive strength of firms and nations.

The book starts by comparing international long-term trends in R & D, technology and basic science, and permits the Case of Japan to be evaluated, especially technology gaps and institutional innovations. The experience with technological forecasting in Japan and the international field provides for a description of the Japanese national system of innovation and the information technology paradigm. Chapter 4 identifies Technology Gaps and their effects on International Trade and Long Waves in economic performance leading to the final chapter which instances Technology Policies in the United Kingdom. There are comprehensive references and an Index.

State-owned Multinationals, Jean-Pierre Anastassopoulos, George Blac and Pierre Dussange, John Wiley (September 1987), 200 pp., £22.50 (hardback). (1570)

The authors are at Hautes Etudes Commerciales and Institut Superierur des Affaires Jouy-en Josas, France, and start their treatise by examining the Paradox of enterprises which are state-owned and multinationals. This leads to a chapter which explores the Clash of Theories and develops into an examination of the Nationalistic Tendencies of the Owner-state, including propensities to initiate or tolerate Unfair Competition policies. Strategy is seen as the key to the Management of the Paradox to provide a corporate identity on the basis of optimum state benefits via efficient multinational performance. The final chapter (Chapter 7) specifies a typology of